

APRIL 2005

# Facets

FOR WOMEN

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# Notes from the newsroom



By **Frances Wilke**,  
*Facets Editor*

I have had the honor of meeting so many talented women over the last year of producing Facets. Their professionalism and enthusiasm inspired me. They inspired me so much that I am signing off as Facets Editor to pursue my own dreams.

One of the perverse pleasures that I have had as a journalist is asking people questions that in polite society, one would never ask. It may take me a while to get back in to my good mannered self, but

with a little help from my friends, I know I will manage.

Some big thank yous are in order:

To Linda Oppedal who designs the look of Facets. She and her daughter, Olivia, were the inspiration for last December's adoption story.

To Tribune reporters and copy editors Rebecca Petersen and Heidi Marttila-Losure, for their important contributions and for their nurturing way of improving my writing skill. These women are young enough to be my daughters and have treated me like a good sister.

To all the staff at the Tribune, especially Dave Kraemer, whose leadership has made me feel really happy and safe in my work environment.

To my contributor, Janet Klaas, whose regular offerings were key to making Facets a success. In addition, to all of the other contributors, thank you for your time, thought and enthusiasm to helping on this project.

Lastly to my readers, thank you for your response to my vision of reporting the issues and stories important to central Iowa women.

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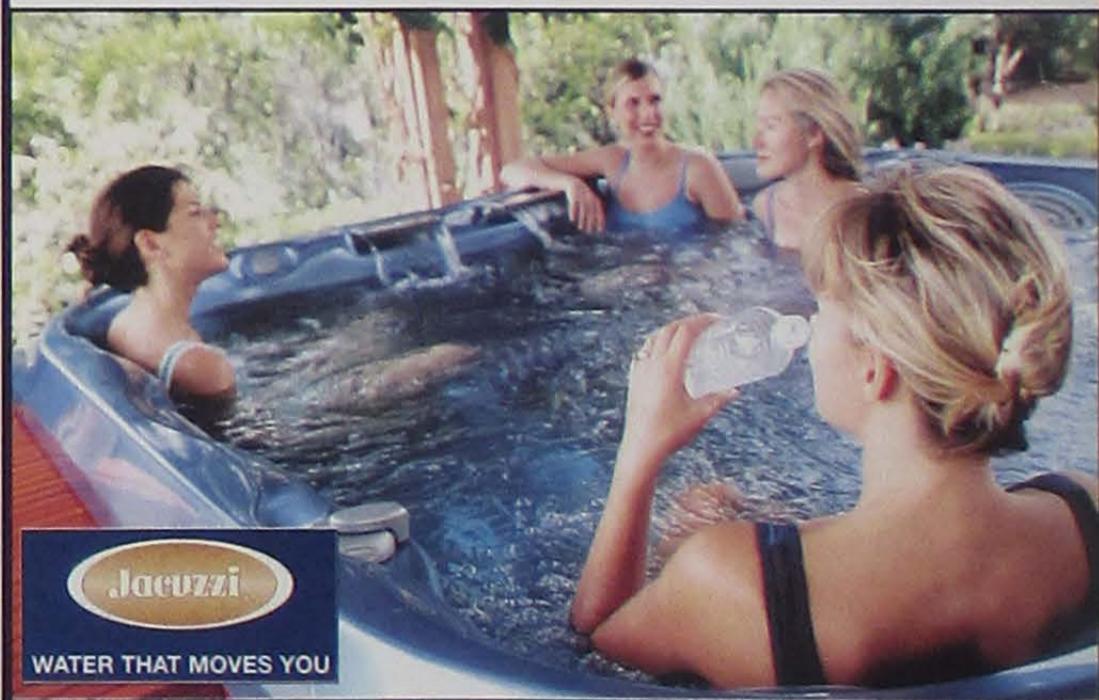


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Facet > 1. One of the flat surfaces cut on a gemstone.

2. The particular angle from which something is considered.

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# MOTHER & CHILD

By Malisa Rader  
Parent Coordinator

My oldest child is involved with a sport that would surprise most of my early childhood colleagues...wrestling. Let me begin by saying that this is not an activity for every child or every family, but my son has learned some valuable life lessons through his experiences in the sport of wrestling.

Although my son has had a terrific season, at his last tournament he had two tough matches and lost both of them. He did his best, but in the end his opponents came out on top. All youth at the wrestling meet are rewarded and recognized for

their efforts with a medal or trophy. But as a parent, I was more proud of him in this tournament than in the ones where he has won all of his matches and received first place.

My child now knows what it feels like to try your hardest and still be defeated. He learned that in life sometimes things don't go your way and that it is your reaction to it that truly matters. Although he was disappointed with his loss, he shook his opponents' hands and told them what a good job they had done. I, being the emotional parent

that I am, savored the life lesson I had just witnessed my son learning.

The saying for the Marines is "the toughest job you'll ever love." I would have to say that applies to parenting even more. Just like anything in life, the hardest part is finding the balance of when we need to step in and defend our child and when we need to step back and allow them to learn from their mistakes. In talking with co-workers with adult children, this struggle never gets easier. We will always take joy with our children in their successes and feel pain with them in their dis-

appointments. Our goal as parents is to help them grow and develop into adults armed with the skills to deal with the ups and downs of life with dignity and compassion. Compassion – there is a word not generally associated with wrestling!

Parenting, and the decisions that go along with it, is not always easy. Make sure that you are receiving the support you need to make your goals as a parent a reality.

*"When I approach a child he inspires me in two sentiments: tenderness for what he is and respect for what he may become."*  
—Louis Pasteur

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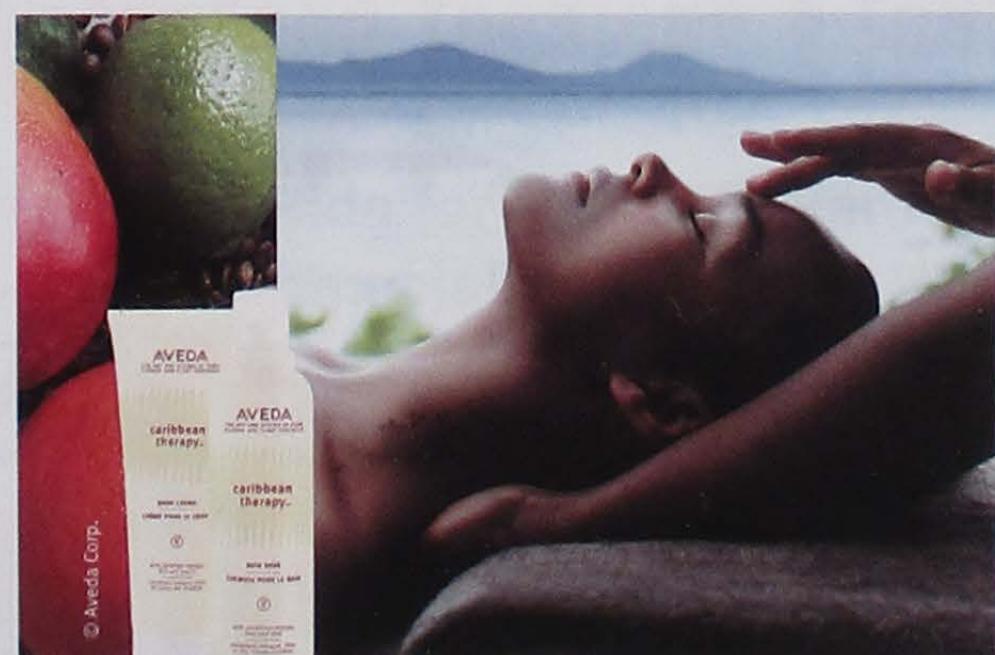


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# HOW TO FINANCE YOUR STARTUP BUSINESS

**Ann M. Martin**  
**Vice President,**  
**First National Bank**

**Y**ou are ready. You want to start your own business. You know it will work, it will be successful, but what is the next step?

Before you do anything, plan carefully. It is a critically important factor in your success. Research several web sites for information. Start with the Small Business Administration's (SBA) website: [www.sba.gov](http://www.sba.gov).

SBA continues its effort to branch out to businesses owned by women through various loan programs. Last year, the SBA backed more than \$12.3 billion in loans to small businesses.

The Iowa Department of Economic Development (IDED) is another valuable resource. IDED provides loans or grants up to a maximum of \$25,000 to Iowa businesses that are at least 51% owned and actively managed by women. The business must be certified as a "Targeted Small Business." The application to become cer-

tified can be found at: [www.state.ia.us/government/dia](http://www.state.ia.us/government/dia)

Ames' Small Business Development Center (SBDC) office is another place you should visit. The center also holds SmartStart workshops, a business basics class that is held every other Tuesday evening in Ames. More information can be found at: <http://www.iabusnet.org>

After completing your research, begin building your team. Develop a network of professionals that can assist you with

your venture. Seek out a mentor: someone you respect and trust; someone that is successful at what they do; someone that will challenge your ideas. Vigilantly choose an attorney and accountant. When selecting these professionals, solicit referrals from business owners. Ask questions of these professionals. What kind of businesses do they serve? Do they have an area of expertise? What do they charge? (less is not always better, sometimes you get what you pay for).

With the assistance of your

*continued on page 8*

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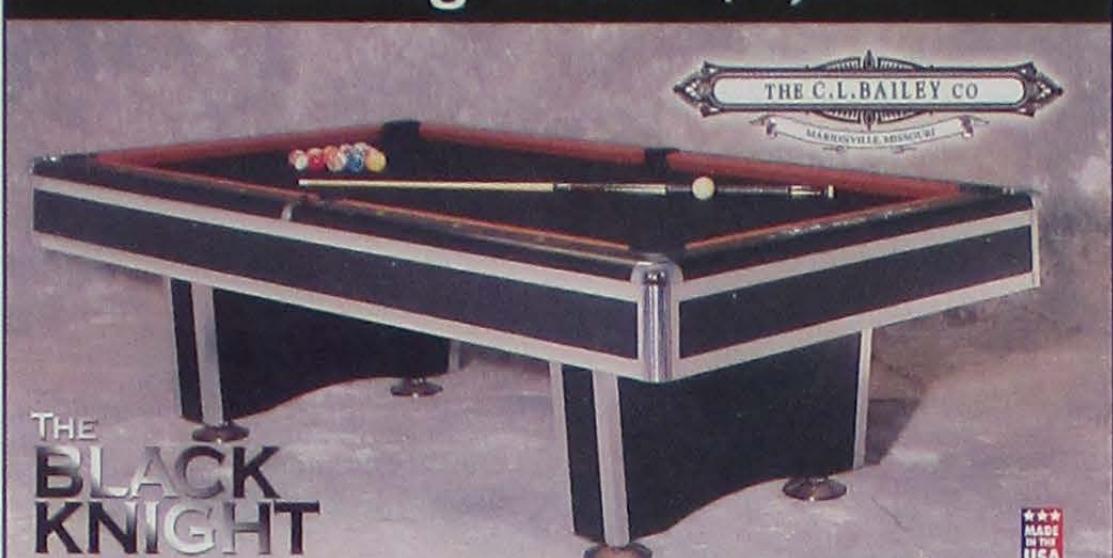


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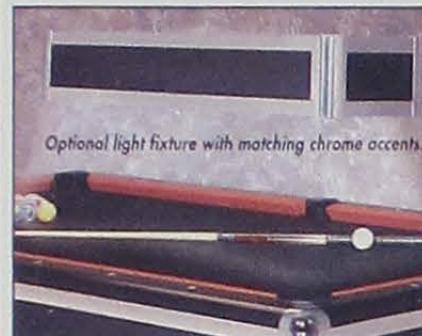
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team, develop a well-defined business plan. A business plan is a document that outlines the purpose of your business. The plan should include the business name, names of principals, ownership breakdown, and the purpose and dollar amount of the loan. The following items should also be included:

- **Business description**-What is the business's history? How many employees? What is its legal structure? Who are the owners and how is the ownership structured? Who will be the decision makers?
- **Management Profile**-Provide a short resume on the owners and principals of the business. Include their education, experience, skills and accomplishments. Emphasize experience as it relates to the business venture.
- **Market Information**-What exactly is your company going to sell? Clearly define your market—who is your competition? What is your marketing edge?
- **Financial Information**-If your business is new, prepare at least two years worth of projections, including a balance sheet and income statements with supporting assumptions. Include personal financial statements supported by two years of tax returns. (The SBDC is a good resource) Discuss the collateral available to secure the loan and the equity you will be putting into the business. How much are you going to put in and where will it come from?

You are now ready to meet with a banker. Who do you choose? Again, solicit referrals from other business owners or professionals. Ask what bank do they do business with and how satisfied are they with their relationship? Interview the banker. Ask the banker how much experience

they have in lending. Do they work with small businesses? Are they experienced with small business financing? Do they make credit decisions locally? Selecting the best lender for you is an important aspect of your business. The lender will not only help you with your initial loan request but will be your partner throughout the life of your business.

The lender will then review your business plan, specifically reviewing the following:

- **Ability to Repay**-Banks want two sources of repayment, one from your business and a secondary source of repayment such as collateral, personal resources or a guarantor.

- **Credit History**-Know your personal credit history. Order a copy of yours free at [www.annualreport.com](http://www.annualreport.com).

- **Equity**-Be prepared to discuss the equity you will put into your business. The lender will expect you to have personal resources invested. Remember they want to be your partner and want to share in the risk not have it all. Where is the equity coming from?

- **Collateral**-Collateral is personal and business assets that can be sold to pay back the loan. If a potential borrower has no collateral then the bank will require a co-signor that has collateral to pledge.

If you have done your job well, the lender should have all the information they need to make their credit decision in a timely manner.

*Ann M. Martin, is a Vice President at First National Bank where she is responsible for commercial real estate and commercial lending. She has over 18 years of banking experience and is a graduate of Iowa State University with a Bachelors degree in Finance.*

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## New Spring Arrivals

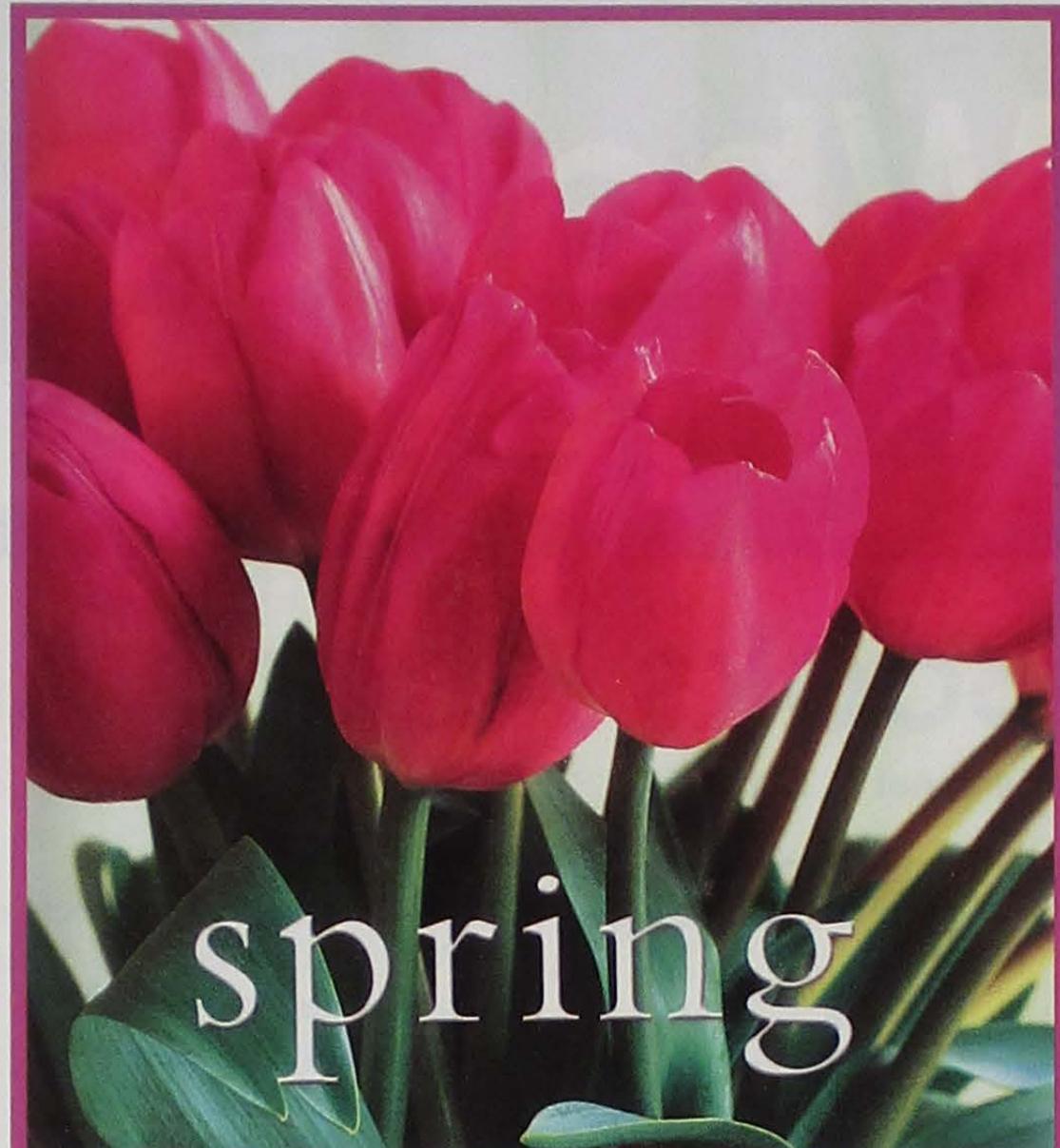


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# What do we read next?

## Books About Artists

By Janet E. Klaas

**W**hen I was in my early teens, I read a book called *Lust for Life* which I still recall as if I had read it last year. (Of course, books I really did read last year have passed from my memory, a common phenomenon of age.) Irving Stone wrote *Lust for Life* in 1934; I read it more than twenty years later. The fictionalized biography of Vincent Van Gogh, the troubled Dutch genius of Postimpressionist art, Stone's book has now been in print for seventy-one years. When I first read it, I had my first realization that people actually see and experience their surroundings in different ways, that there is an "artist's way."

Novelists love to have artists, both real and imagined, as their protagonists. I would guess this is because good writers, being artists of words, share in the intensity and focus of the visual artists of whom they write. Good writers, in turn, can show us how art can allow readers to imagine other worlds and to begin to re-imagine their own.

The following is a selection of good writing, both old and new, about artists, both real and imagined.

***Celestial Navigation, A Novel***, by Anne Tyler, 1974. In 1980, I was back in

Maryland, in a town near Baltimore where we lived before moving to Ames in 1975. I was spending time with an old friend who said to me, "Have you read Anne Tyler? She's a really good Baltimore writer." That author, at the time was totally new to me. My friend gave me a copy of *Celestial Navigation*, I read it, and suddenly had a new favorite author. In ten chapters, the narrative is written in the first person but utilizes the points of view of the five different characters, including the central one, Jeremy Pauling. As the novel opens, Jeremy, physically a "slug" of a man, amorphous and vague, is a 38-year-old agoraphobic who has created a boarding house of his family home in Baltimore in order to support his art—kaleidoscopic sculptures he cobbles together from the bits of things he collects. Driven by his need to create, he is out of touch with his own daily needs, but exhibits abilities of selection and arrangement that are the equipment of the artist.

***The Moon and Sixpence***, by W. Somerset Maugham, 1919. Inspired by the life of Paul Gauguin—who, by the way, once briefly shared accommodations with Vincent Van Gough in Arles, France—this wonderful small book tells the story of Charles Strickland. When the

narrator first met Strickland, he tells us, "I never for a moment discerned that there was in him anything out of the ordinary." Yet Strickland (Gauguin), a bourgeois businessman with a family, possessed the tortured soul of a genius. He is driven to abandon his wife and children in order to devote himself slavishly to his painting. In a small studio in Paris, he fills canvases which he then refuses to sell or exhibit. He drifts to Marseilles, and finally to Tahiti where he produces his most passionate and strange works of art.

***Girl with a Pearl Earring***, by Tracy Chevalier, 2001. Through the eyes of 16-year-old Griet, who comes to Delft to work for the family of Dutch artist Johannes Vermeer, the world of mid-seventeenth century Holland comes alive in this portrait of the young woman that Chevalier imagines inspired one of Vermeer's most celebrated paintings. The book also reminds us that art is also a business as it details Vermeer's dealings with his principal patron whose ego demanded that Vermeer produce according to his specifications. This book has been a recent favorite with book clubs, so you may have already read and discussed it!

***Girl in Hyacinth Blue***, by Susan Vreeland, 1999. Yet another Vermeer book (There is

also a fine children's book, published in 2003, *Chasing Vermeer*, that has been popular both with children and book groups), Vreeland's novel is really about the iconic value of a painting, Vermeer's "Girl in Hyacinth Blue." She leads us backward in time with a reverse chronology that reveals the painting's complex history. Each chapter is a meditation on the joys and sorrows that bind the human soul to its mysterious relationship with art. We respond to Vermeer because he shows us part of ourselves. Hence, this book focuses not on the passion of the artist, but on the way art speaks to those who view it.

***Artemisia***, by Alexandra Lapierre, translated from the French, 1998. Born to the artist Orazio Gentileschi at the beginning of the 1600s in Italy where artists were celebrities, Artemisia was apprenticed to her father at an early age. She showed such remarkable talent that he came to view her as his most valuable possession. But at the age of 17, Artemisia was raped by her father's best friend and partner, Agostino Tassi. Artemisia did the unthinkable, for that time and place, and filed a legal suit against Tassi. For eight months, all of Rome was riveted by the scandal. She won the case, but as a consequence she was ostracized from



her father and the society in which they lived. This is a fictionalized version of a real case, and it vividly portrays the difficulties faced by women artists.

*The Passion of Artemisia*, by Susan Vreeland, 2002.

Strangely enough, within four years, here comes yet another novel about Artemisia Gentileschi—this one by the author of *Girl in Hyacinth Blue*. Vreeland's story begins with 18-year-old Artemisia's realizing that when her father does not support her case before the papal court, she will never be able to live down a reputation as "a loose woman" if she stays in Rome. She begs to have a marriage arranged for her. She goes with her new husband, the artist Pietro Stiattesi, to his native Florence. In Florence, her talent for painting flourishes and she becomes the first woman to be elected to the Accademia dell' Arte. But her fame as an artist interferes with her marriage, and she begins her lifelong quest to reconcile painting and motherhood, passion and genius. Same old, same old!

**BRIEFLY NOTED:** Because there are too many books I like about art and artists to

enter into the small space of my column, I will limit my other selections to bibliographic entries and one-liners:

*I Am Not Jackson Pollock*, by John Haskell, 2003.

Provocative short story collection starring artists, actors, and musicians.

*The Agony and the Ecstasy, the Biographical Novel of Michelangelo*, by Irving Stone, 1961. A very big novel with a bibliography!

*Other Sorrows, Other Joys, the Marriage of Catherine Sophia Boucher and William Blake*, by Janet Warner, 2003. What it's like to live with a notoriously strange poet and artist, the mystic William Blake.

*The Birth of Venus, A Novel*, by Sarah Dunant, 2003. Set in the Florence of the fundamentalist monk Savonarola, this is the first historical novel from one of Britain's most innovative writers of literary suspense.

*Camille, The Life of Camille Claudel, Rodin's Muse and Mistress*, by Reine-Marie Paris, translated in 1988. This is not a novel but a biography of Camille Claudel, a sculptor, the sister of poet Paul Claudel, and a pupil of Auguste Rodin.

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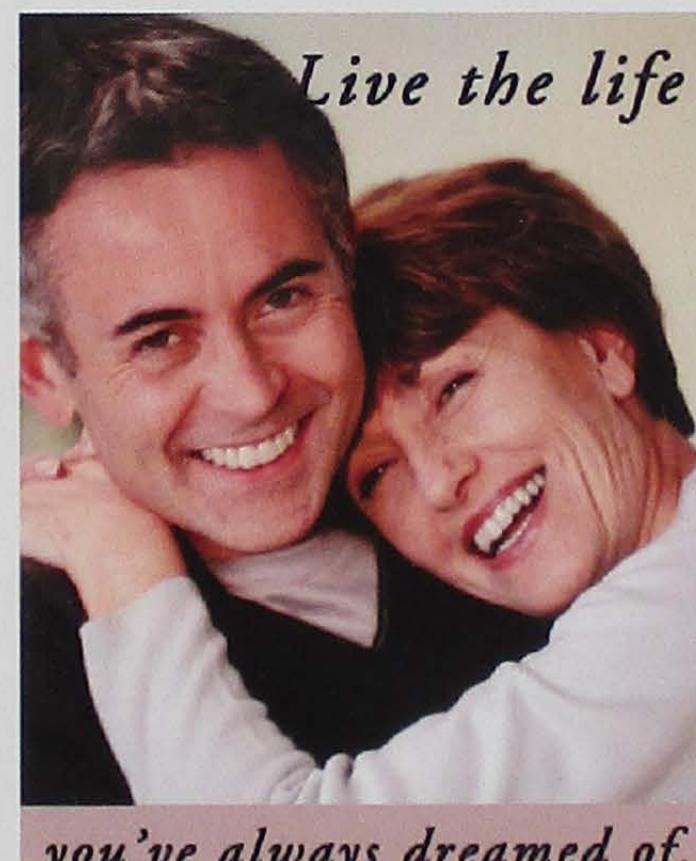
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# Amen

**By Frances Wilke**

**Editor**

It didn't take long to find a rare and extraordinary group of people.

The territory — a 50-mile radius in and around Ames.

The occupation — pastor.

The faith — Lutheran.

The sex — female.

The time — noon.

The conversation — all over the map (but with plenty of laughs).

This lively group of women meets for lunch about once a month. They talk about what it takes to be a woman in their chosen profession. From the congregations, to the weddings, christenings and funerals, they say life is good when a woman wears a collar.

Katherine, Sarah, Heidi, Marcia and Gloria are all pastors in the Evangelical Lutheran Church of America and use their positions to serve their communities. When they get together, they may talk about the work they're doing, but the real drive is female company.

So on a chilly Tuesday afternoon, the women gathered at Café Lovish in Ames. They drank sodas and tea, and ate quiche. They were friendly enough to let Facets listen to their

conversation.

Here's what we learned:

Today's ministry no longer takes place in the venues that it did 30 years ago. Marcia Kisner, a pastor of the Nazareth Lutheran Church in Cambridge, said she visits young parents at their work, rather than their homes. The women agree that ministering is more than standing in front of the congregation on Sunday.

"There is daily living going on and religion is a part of that," Kisner said. "I'm in their lives and they're in mine."

The toughest and most poignant moment in their work is conducting funerals. Gloria Keiser Dovre thinks that funerals are beautiful and a great celebration and appreciation of a life.

"It's heart-breaking, but it's one of the best things I do as a pastor," said Keiser Dovre, who shares her pastor duties with husband, Donald, at Palestine Lutheran Church in rural Huxley.

The women discuss religion in the media. They agree that the media misrepresents religion. It's been polarized, they say, and the phrase "Christian values" has been misinterpreted.

"It isn't about sex," said Sarah Larsen Nelson, pastor of Lord of Life Lutheran Church in Ames. "It should be about helping the poor, making sure people have enough to live on."

Around the table heads nod in agreement that faith-based initiatives have been a cop out for the government — a great idea in theory but not in practice. They note that not everybody who is needy is connected with a church. They also say that the church can't fix all problems.

It just doesn't work, said Heidi Williams, the pastor of Bethlehem Lutheran Church in Ames.

All agreed that the hardest part of being a pastor is paying the bills. Some communities have people that want a ministry and have the greatest need, but can't afford to pay for one, Williams said.

Inevitably, the conversation turns to being a woman of the church.

Awkward moments happen to all of them at one time or another. Here are a few that are printable.

Katherine Werner tells a story about a group of Muslims who delivered a rent check to her church. It was a hot summer day. She was "very pregnant," dressed in a tank top and spandex shorts, so she want-

ed the receptionist to accept the check. But the men insisted the "pastor" received the check, unaware that the pastor was a woman.

They couldn't even look at her.

"This was so outside their realm of reality," she said.

Kisner remembers a time where age, hormones and theatrics made for a "moment."

"I got to the benediction and forgot completely what I was supposed to say, so I held out my arms high and wide and said 'God bless you!'"

The collar doesn't mean that a woman is safe from assault.

Williams told the story of a teenager, who came up behind her and gave her an animated pat on the behind. When the young man saw her collar and cross, he quickly acknowledged his mistake with an "I'm so sorry sister."

After she was done being angry, she saw the humor.

Two hours later, the women finished their lunches and drinks. They fished out their little red calendars to set the next get-together. The Facets staff left to give them a little time alone.

We can only bet that the laughs continued.

# sister!



**Katherine Werner,**  
37 is pastor of Bethany Lutheran Church in Kelley with approximately 65 members attending each Sunday. She is married to Kirk Anderson and has two children, Maria, age 5 and Isak 4.

Werner studied at the University of Michigan in Ann Arbor and Luther Seminary in St. Paul Minnesota.

She feels the top three concerns for central Iowans are urban sprawl taking away farmland, overscheduled families, and decent wages and benefits for working class people.

**Sarah Larsen Nelson,**  
39 is pastor of Lord of Life Lutheran in Ames with approximately 65 members. Married to Paul Nelson and is the mother of Elizabeth 9, Peter 6, and Timothy 4. She studied at the Lutheran Theological Seminary in Philadelphia. Larsen Nelson believes that costs of education, housing and low wage levels are top concerns for Iowans.

**Heidi Williams**  
is pastor of Bethlehem Lutheran Church in Ames with 190 worshiping members. She studied at the Lutheran School of Theology in Chicago. Williams believes that oversubscribed children and parents who don't say "no" is a problem with many families. Also, the cultural changes in our community need to be addressed in a more positive light.

**Gloria Keiser Dovre,**  
42 shares pastor duty with her husband Donald Keiser Dovre at Palestine Lutheran Church in rural Huxley. The couple have four children Anders 20, Nels 17, Jurgen 5, and Inga 18 months. Youth development, keeping families together and agricultural land use issues are on her list of concerns.

**Marcia Kisner,**  
46 is pastor of Nazareth Lutheran Church in Cambridge which has 174 members. She attended Wartburg Theological Seminary. Problems with social security and medicare top her list of concerns along with losing farmland to urban sprawl. She also believes that people should laugh more and see the humor in life.

壽

# ancient CHINESE secret

## TO GREAT SKIN HEALTH?

by Charles W. Love M.D.

**A**re there natural products that can significantly enhance your skin health, reduce wrinkling and reverse precancerous changes? Quite possibly there are. I returned this week from my seventh trip to China and I am once again struck by the fact that there are natural skin protectants.

I have had the privilege of traveling throughout China and Tibet doing medical work over the past several years. During my visits, I have been curious about the low incidence of skin cancer and precancerous changes in this population. In the past, this protective effect was felt to be due in large part to the somewhat darker skin tones of the

population there. However, in my observations, I have become convinced that this does not fully explain what is going on. In Tibet where the high altitude coupled with the outdoor lifestyle leads to sunburns and obvious sun damage even in young children it is still very rare to see precancers (actinic keratoses) or skin cancer. Therefore, since their skin color is not protecting them from sunburns and obvious sun damage, there must be other factors protecting them from skin cancer and precancers. In the past several years, much has been written in medical literature and in the public media about antioxidants and their anti-aging and anticancer properties. Specifically, green tea has received widespread attention. I

believe the widespread, nearly constant consumption of green tea in China and Tibet explains these findings.

How does green tea exert its effects? Green tea contains a potent antioxidant polyphenol EGCE. This chemical binds to cancer cells and slows their growth. Previous studies have shown that green tea helps protect against a variety of cancers, such as lung, prostate, and breast cancers. There have been studies that show a reduced number of precancerous lesions of the skin in people treated with surface application of green tea extract.

How can you apply this information?

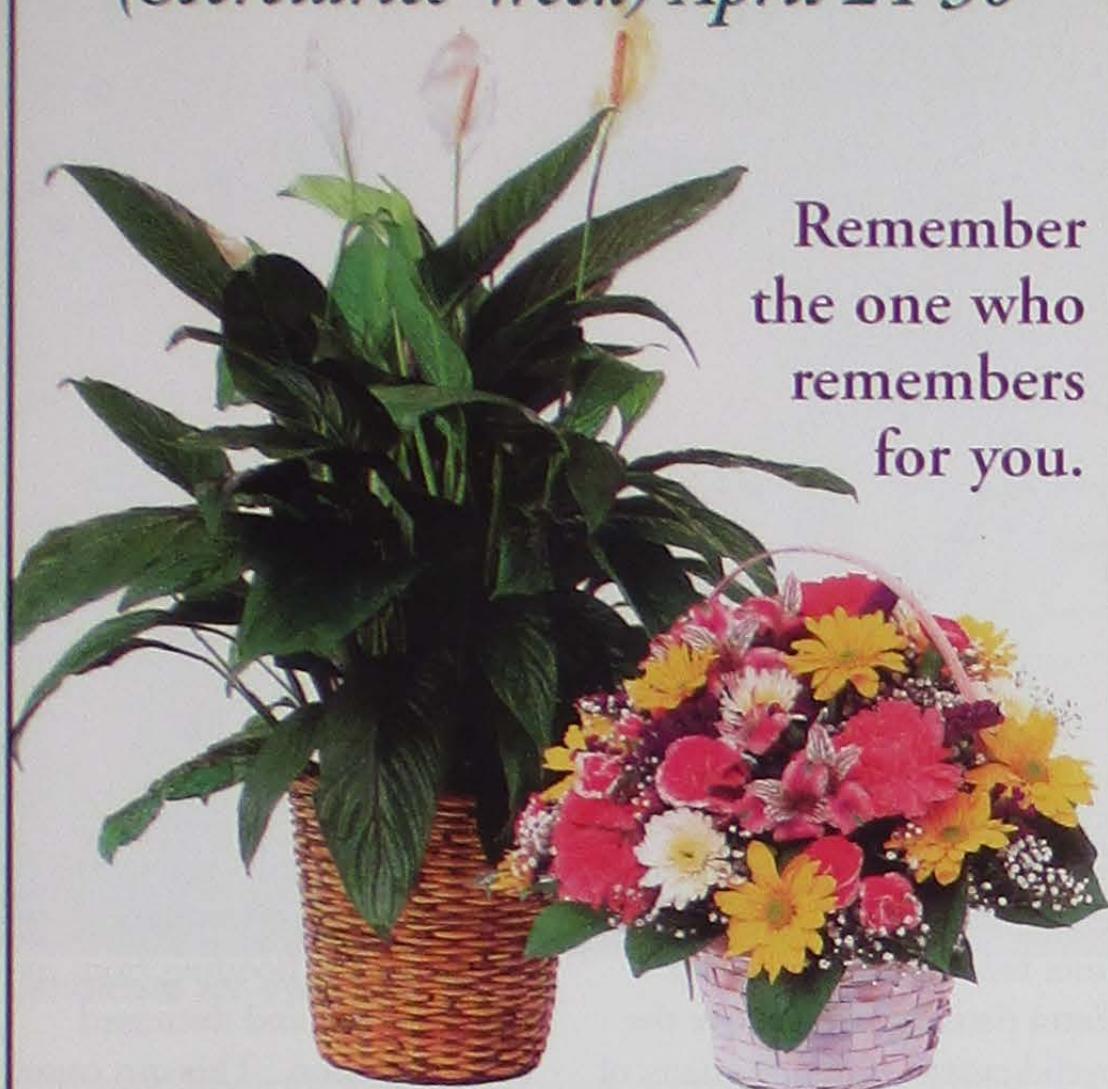
1. Drink green tea. Two to three cups per day has been reported to be sufficient in one study.
2. Use good quality skin care products with green tea extract and other high potency antioxidants.
3. Always use good quality sunscreens to reduce the precancerous load on your skin.

I believe the literature shows strong evidence of the effectiveness of potent antioxidants in skin health. That is why when I selected a product line for my dermatology clinics, I chose products that have green tea extract and other potent antioxidant products.

To avoid appearing ancient use this "ancient Chinese secret!"

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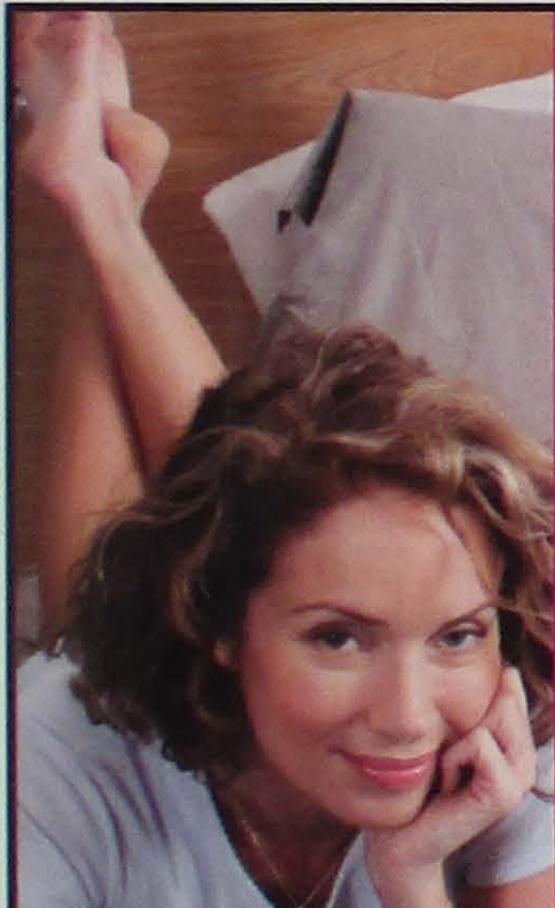


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# facial REJUVENATION

Linda J. Lehman, M.D.

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feel. This does not have to be the case. Eyelid surgery can restore your natural, more youthful appearance.

Aging facial changes begin in the third decade of life and continue. Gravity and time pull the facial tissue downward.

Eyebrows and eyelids sag. Cheeks hang over the nasolabial folds. Lips are less full. Vertical lines form on the upper lip. Extra tissue appears above the eyelid crease. Initially, many of these changes are cosmetic. As time passes, the eyelid problem may expand and extra tissue

may interfere with vision. Some people will raise their eyebrows and tilt their chins up to overcome the hooding from tissue overhang and decreased superior vision. This can cause forehead, neck and shoulder strain.



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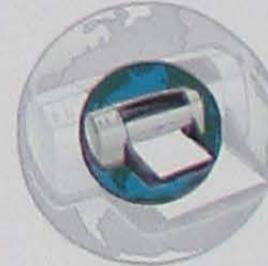
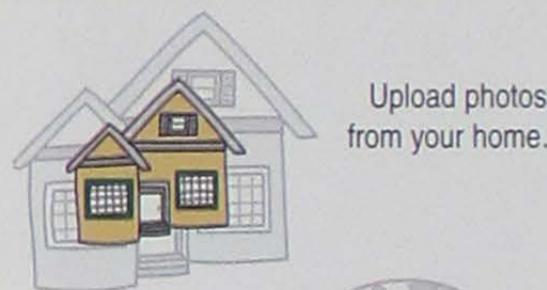
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A candidate for eyelid surgery

Eyelids may droop for a number of reasons. Causes of eyelid droop include contact lens wear, trauma, age, or a muscle or nerve problem. Eyelid changes may have a genetic component. Often patients look at their parents and see an exaggeration of their own imperfections.

Looking at the face of a parent may be like looking into the future at your own features.

Eyelid surgery is a nearly painless way to rejuvenate your face. Blepharoplasty is surgery done on the upper and/or the lower eyelids. It removes excess skin, muscle and fat as needed to restore the natural contour of the eyelids. In many cases, this surgery can be done as an office procedure. Ptosis repair is generally done on an outpatient basis. As in blepharoplasty, the surgeon removes extra eyelid tissues. In addition, the levator muscle, which lifts the eyelid, is tightened, raising the resting lid position. The result is that the person looks more rested and alert.

Post operative care for eyelid surgery involves frozen peas, keeping your head above your heart, cleansing the eyelids and taking Tylenol as needed for pain. Most people are surprised at the ease of recovery. The final result is a natural, younger look which, even for "cosmetic" patients, improves the size of the visual field or area seen.

Wrinkles are a frustration for many active women. Wrinkles are made worse by sun damage, smoking and repeated muscle contractions. Avoiding smoking and second hand smoke, using a sunscreen of SPF 30 or above can all help to protect and rejuvenate the face.

Young women as well as more mature women may benefit from eyelid surgery, bo-tox and/or restylane. The picture insert shows an attractive woman in her early thirties. She would benefit cosmetically from an upper lid blepharoplasty.

For more information on eyelid surgery, please contact McFarland Eye Center at 239-4460.

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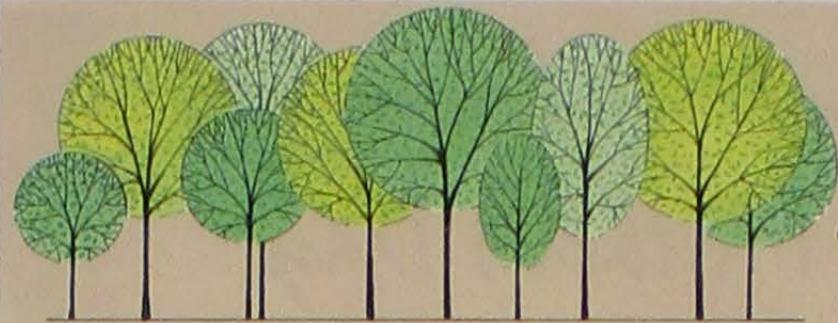
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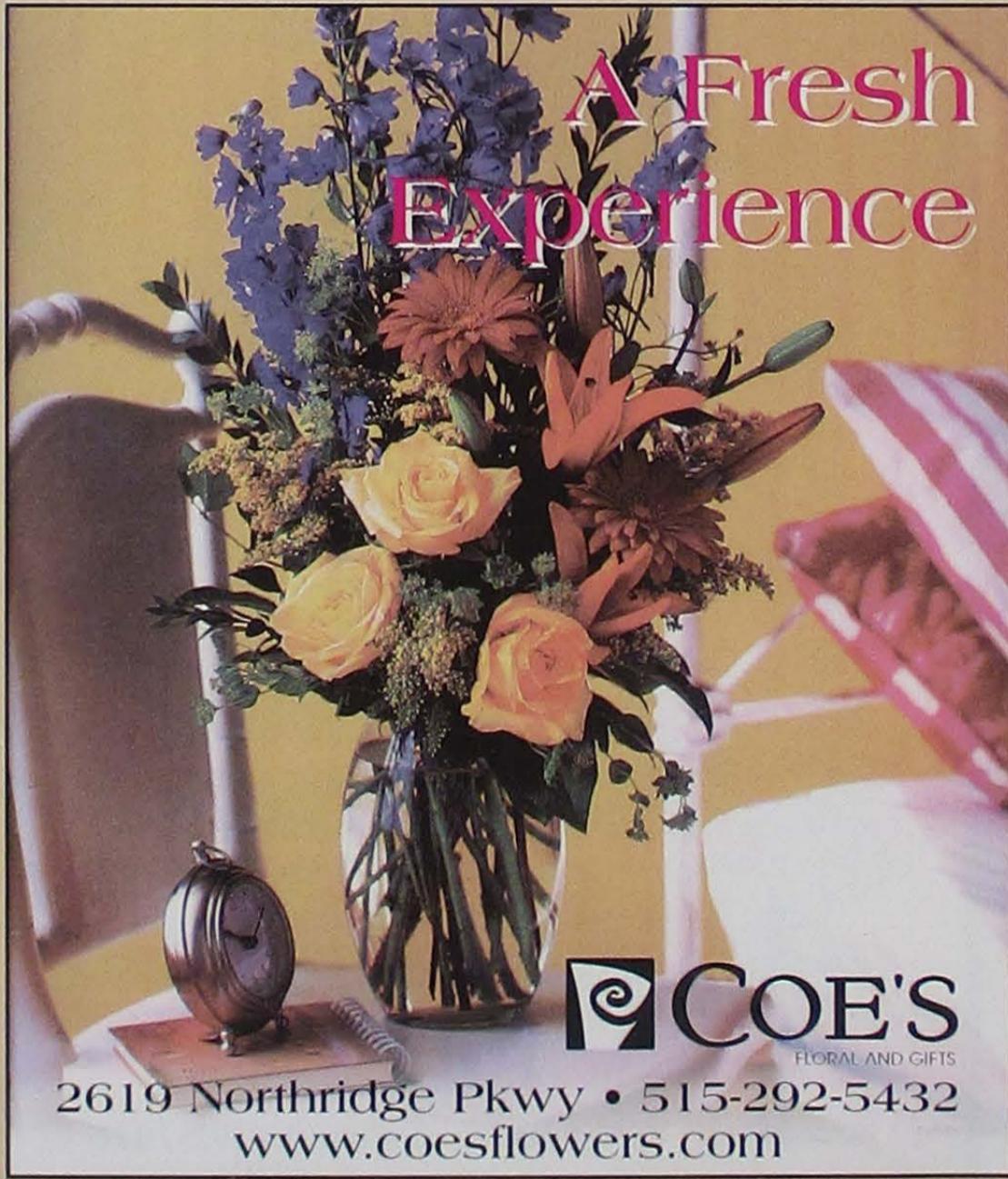
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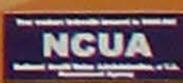
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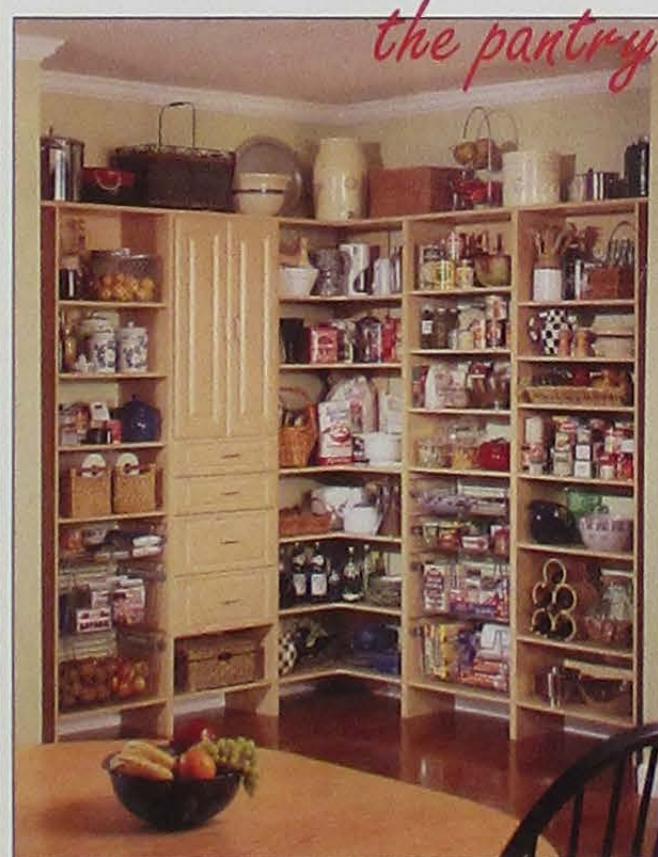
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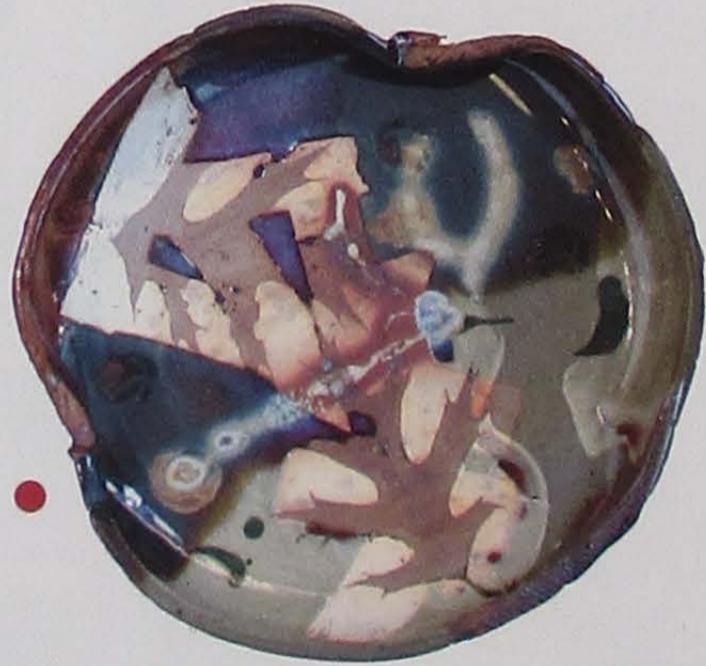
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# hue & cry

## Spring is coming, turn off the TV

By Heidi Marttila-Losure

### Our TV Habit

- Forty percent of Americans say they always or often watch TV while eating dinner.
- Forty-nine percent of Americans say they watch too much TV.
- Fifty-four percent of 4- to 6-year-olds, when asked, say they would rather watch TV than spend time with their fathers.
- The average American child ages 2 to 17 spends 19 hours and 40 minutes watching TV a week. Watching 10 hours or more of TV a week has been shown to negatively affect academic achievement.
- Eighty percent of Hollywood executives believe there is a link between TV violence and real violence.
- American children watch 40,000 TV commercials a year.
- \$1.3 billion was spent on television advertisements directed at young children in 1997.
- Fifty-nine percent of Americans can name The Three Stooges. Seventeen percent of Americans can name three Supreme Court justices.

— Statistics compiled by TV-Turnoff Network, [www.tvtturnoff.org](http://www.tvtturnoff.org).

In the past two years as I've made new friends here in Iowa, I've had this conversation, or some variation thereof, several times:

New friend: "Hey, did you watch (some popular TV show) last night?"

Me: "No. We don't have a TV."

New friend: (incredulous pause) "You don't have a TV?"

Generally, a brief conversation about how my husband

and I came to be in this situation follows, but one new acquaintance didn't bother with that. "What, are you some kind of freak?" he asked.

No. Well, maybe, but I like the term "eccentric" much better.

When my husband and I were leaving North Carolina a few years ago, we decided against renting a moving truck and instead decided we would take as much as would fit in a relative's pick-up truck and our small car and sell or give away the rest. The TV and VCR were among the first things we decided to leave behind.

Why? First, there's a vast body of research showing that, in general, TV isn't good for you. (Check out the "Our TV Habit" box.) But there's more to it than a list of statistics. Here's my take on why not to have a TV:

**• TV's main purpose, overtly for at least a third of the time you are watching it and in subtle ways otherwise, is to sell you something.** Think about the ways people lived before the advent of television: Is there any other point in human history when we were so steeped in advertising? In our modern culture, we have more stuff than any people before us, certainly more than we need, but we are less happy. Advertising feeds this cycle by making us want more than we need. So the less advertising you subject yourself to, it seems to me, the more likely you are to be happy.

**• TV is a homogenizer.** No matter which of the hundreds of available stations you watched last night, you did the same thing as someone in Des

Moines, as someone in Chicago, as someone in Key West, as someone in Timbuktu: You parked your backside on a couch. There's a fair segment of the population opposed to globalization because of the local and regional cultures that get crushed in the process; well, watching TV is perhaps the most "globalized" activity there is.

**• TV keeps us from talking to each other.** I mean this both as a force that trims our conversations in our living rooms as well as a force that keeps us from venturing beyond them. When I was a child, my parents frequently took us "visiting" to other farms in the area. That just doesn't happen so much in that rural community anymore. There are a number of reasons for this, I think, but I think the easy entertainment of television is one of them.

**• TV is passive, not active.** Somewhere along the way, we went from entertaining ourselves to being entertained. That seems connected in some way to the change from most of us being producers — as people were in rural communities, when most of us lived in rural areas — to most of us being consumers. There's something sad about that, I think — we lost a lot of power in the transition. Now our choices are mostly based on what others think we'll pay money for instead of what is good for us and for our communities.

**• TV is a poor investment of time.** This is the biggest reason, in my mind, for not having a TV. I have long lists of things I want to accomplish, ranging from trying a new recipe to starting a business, and none of

them will be helped along by spending hours in front of the television. (And, despite what people say about turning on the TV just for a PBS special, more often than not the TV does stay on for hours.) Moreover, TV is geared toward a short attention span, and it seems to me the more television a person watches, the more one's attention span shortens to match. Many of the things I value and want to do take patience and focus; if anything, I'll need a longer attention span to get those things done.

Wendell Berry, one of the most outspoken anti-TV crusaders out there, calls the TV cord "a vacuum line, pumping life and meaning out of the household" and, conversely, pumping filth in: "If you would welcome a seducer, a known swindler, a liar, and a person convicted of violent crimes into your living room, then you'll be completely comfortable having a television," he says. He even advocates dismantling televisions instead of selling them or giving them away because it would be unethical to foist such a brain-wasting disease on another person.

I don't think measures need to be quite that drastic. I still every now and then watch television at a friend's house; I love the whodunit aspect of "CSI," and I enjoyed a Super Bowl party in February. But I don't think it would hurt a bit for many more people to join in TV-Turnoff Week, April 25 to May 1. Spring will be here by then; all sorts of life will be happening in the world beyond our TV sets. Let the screen stay black for a week and see what happens.

## 'TIS THE SEASON... For Cough and Cold

It's inevitable; your child wakes up in the middle of the night with a "frog in my throat", and an endless runny nose. You are destined to get no sleep worrying about the best way to scare the sniffles away, or if it is time to go to the doctor. Sometimes the annoyances of cough and cold season do not require any medicinal remedies at all. If they do, here are a few points to remember...

- Don't buy products that your child doesn't need. Just because the product says cold and flu, doesn't mean it has the right combination of medicines. Match ingredients to the symptoms.

**Pain Relievers:** used when your child has pain (headaches, sore throat) or to reduce a fever.

- Acetaminophen (Tylenol®)
- Ibuprofen (Advil®, Motrin®)

**Decongestants:** use these when your child has a stuffy nose. This product may have stimulating effects.

- Pseudoephedrine HCl (Sudafed®)

**Antihistamines:** these treat runny noses/itchy eyes associated with seasonal allergies and/or colds. They can also be used when your child has other symptoms of an allergic reaction, such as an itchy rash or hives. May cause drowsiness.

- Chlorpheniramine maleate (Chlor-Trimeton®)
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**Expectorants:** these are used when your child has a "heavy" or congested chest. It will make coughs more productive.

- Guaifenesin (Robitussin®)

**Cough Suppressants:** used to help quiet coughing. May cause drowsiness.

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- The over-the-counter medication you select has dose directions for children given by age and weight. If your child's age and weight are not listed, your Hy-Vee Pharmacy staff is glad to assist you in calculating the appropriate dose to ensure safety and provide effectiveness. Know your child's weight—this is the most accurate way for calculating doses.

Some products labeled as infant's formulation are more concentrated (up to 3 times more concentrated) than children's formulations. Make sure you select the appropriate one.

Infant's: for under 2 years of age  
Children's: for 2 to 12 years of age

### What else can you do?

- Handwashing is so important this time of year, for everyone in the family.
- Make sure family members get plenty of rest.
- Eat good meals, and keep ill family members well hydrated.
- Step back and take a look at your child. Is she playing and interacting as any other day? Your child's interactions can be the best indicator as to how sick they really are.
- A low grade fever is the body's response to a virus or bacteria—it is the natural way to fight off infection. If your child seems unusually uncomfortable or fever reaches 101.5 or spikes higher very quickly—it is time to call the doctor. Otherwise, keep your child comfortable and continue your normal routine—most viral infections, like a cold, will resolve themselves in 7-10 days.

Just follow these guidelines, and ask your doctor or pharmacist if you have any questions along the way, and you too can scare away the sniffles this cough and cold season!!

Tiffany Lichy-Gaffey, PharmD  
Jennifer Schonhorst, Drake  
University Pharmacy Student



Tiffany Lichy is a staff pharmacist for Hy-Vee in west Ames. 292-8375



Diana Wong is a staff pharmacist for Hy-Vee in Lincoln Center. 232-5645

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